

MOBILE

Mandarin Oriental revisits celebrity endorsements in mobile ad

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Mandarin Oriental's "He's a fan, She's a fan"

By NANCY BUCKLEY

Mandarin Oriental is highlighting its “He’s a Fan, She’s a Fan” campaign through a mobile advertisement on the Wall Street Journal’s iPad application.

Sign up now

Luxury Daily

The full screen ad featured actor Kevin Spacey’s “He’s a Fan” video, a link to other fans and the option to see the brand’s Web site. This in-app advertisement is likely hoping to attract like-minded iPad subscribers of the Wall Street Journal, especially those who may be interested in celebrities or Mr. Spacey’s work.

“We selected the Wall Street Journal for its exceptional editorial content and high quality visuals,” said Pip Landers, head of advertising at [Mandarin Oriental Hotel Group](#), London.

“In addition, the publication has an excellent and trackable readership, which is key in our decision making process,” she said.

“We utilize all elements of the Wall Street Journal and aim to target individuals at various points of their day. Whether it is a consumer leisurely reading the paper, browsing the Web site for reference or accessing the app for up-to-the-minute news, we ensure that our messaging is delivered in all formats.”

Celebrity advertising

The long-standing He's a Fan, She's a fan campaign has seen several celebrities added to the fandom.

Last winter, Mandarin Oriental added Morgan Freeman to the celebrity endorsement campaign that provides a rolling series of approvals for properties.

The He's a Fan, She's a Fan campaign leverages the vast fan bases of actors and actresses, artists, designers and musicians. The brand is able to impart a sense of authenticity by targeting celebrities who visit properties on their own accord rather than wrangling the hottest celebrity ([see story](#)).

iPad 10:07 AM 89%

THE WALL STREET JOURNAL.

Welcome, Mir Maqbool Alam Khan THURSDAY, SEPTEMBER 4, 2014

He's a fan.

MANDARIN ORIENTAL THE HOTEL GROUP

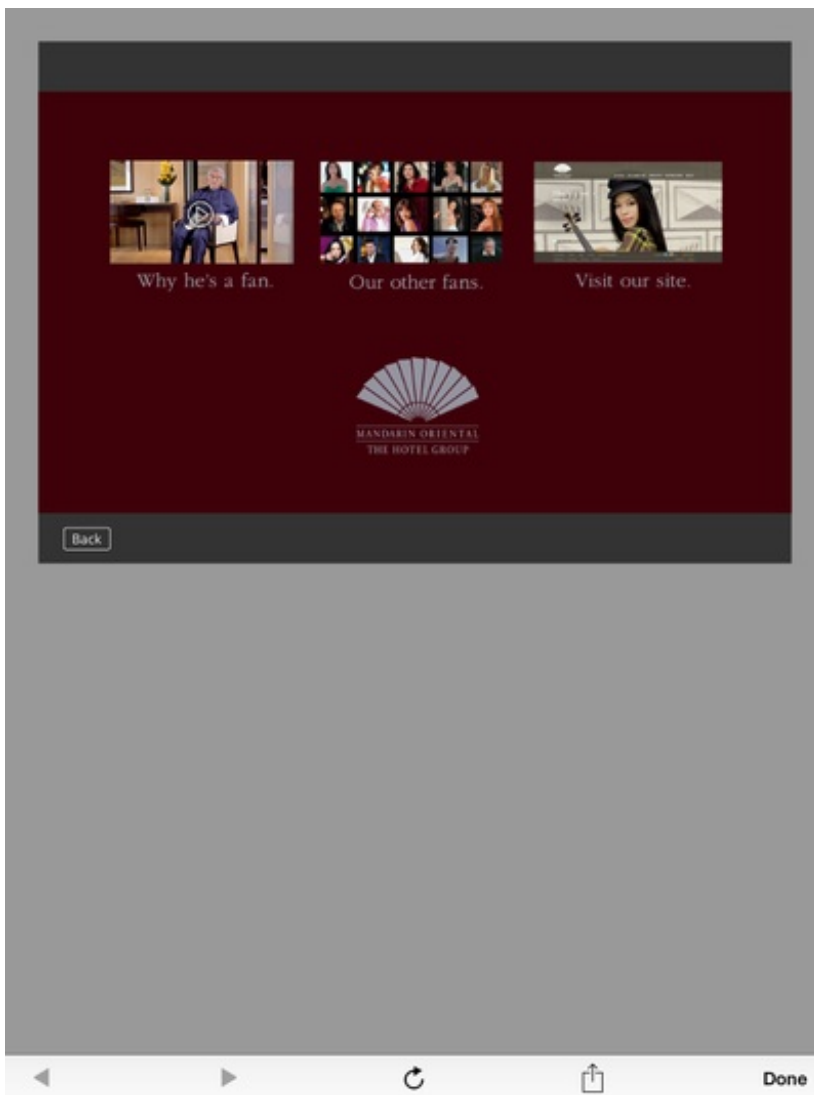
Tap to see video.

Next >

Mobile ad in Wall Street Journal app

The mobile ad appears when the reader is swiping across sections of the newspaper. The full screen ad features Mr. Spacey sitting in a dark auditorium. Underneath him, the ad states “He’s a fan.”

The reader has the option to tap to see the video. The ad remains in the newspaper’s app, but takes up the entire screen.



Ad's options

Once on the video's page, readers can see more and have the option to watch more videos, see other fans and visit the brand's Web site. All the click-through options keep the viewer in the Wall Street Journal app.

The reader can exit the ad at any moment by clicking done and being immediately brought back to the initial ad of Mr. Spacey.

Mobile awareness

The ability to book a trip through mobile devices demands an increased mobile presence for hotels. This has been seen through mobile advertisements.

For example, The Ritz-Carlton hotel chain aimed to inspire travelers browsing the content on Condé Nast Traveler's mobile Web site to engage with the hotelier and download its application.

To ensure that the reader took notice of its effort, Ritz-Carlton took a dual approach by using a sidebar ad and a larger pop-up, both of which posed a question.

Questions increase the likelihood of a click-through as they can create a dialogue with the target consumer ([see story](#)).

Also, Peninsula Hotels aimed to increase awareness for its properties' amenities and

services with a banner advertisement on The New York Times mobile Web site.

Found in the sidebar position, Peninsula's mobile ad photograph changed depending on the article read within the newspaper's Fashion & Style section. By changing the ad alongside the content, Peninsula's effort became more visible to the discerning audience reading the section's content ([see story](#)).

Creating ads for already running campaigns can bring greater awareness to new potential consumers and is likely to gain the attention of repeat consumers.

"As the saying goes, 'if it ain't broke, why fix it?'," said Jocelyn Bull, regional vice president North America at [Somo](#), New York.

"This 'fan' theme is well-integrated with the WSJ's digital presence - their website has a whole section dedicated to their 'celebrity fans' - and if the advertising is proving successful, then building that visual consistency and brand recognition through a long-term campaign makes sense," she said. "The campaign for me takes celebrity endorsement from tacky to tasteful."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ITh7UTRVIEo](https://www.youtube.com/embed/ITh7UTRVIEo)

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